

COLLEGE AND UNIVERSITY FLU CAMPAIGN PLANNING WEBINAR

MICHIGAN DEPARTMENT OF COMMUNITY HEALTH

April 3, 2014

MDCH Speakers

- Matthew Davis, MD, MAPP
 - Chief Medical Executive
- Stefanie DeVita, RN, MPH
 - Influenza Epidemiologist
- Courtnay Londo, MA
 - Adolescent & Adult Immunization Coordinator

Objectives

- ❑ Call to action
- ❑ Discuss goals of the college/university flu campaign
- ❑ Discuss opportunities for partnership
- ❑ Brainstorm ways to better protect young adults from the flu by increasing vaccination rates

CALL TO ACTION:

FLU VACCINATION EFFORTS IN MICHIGAN AMONG YOUNG ADULTS ATTENDING COLLEGES AND UNIVERSITIES

Dr. Matthew Davis

Headlines About Young Adult Health?

JANUARY 03, 2014

Media Contact: Kara Gavin ☎ 734-764-2220

Severe flu in young healthy people prompts U-M Health System to issue vaccine reminder and restrict visitors

Over a dozen flu patients now in U-M ICUs, with many others hospitalized

MDCH Concerned about Severe Flu Activity: Urges Individuals to Get Vaccinated

Contact: Angela Minicuci 517-241-2112

For Immediate Release: January 8, 2014

Detroit Free Press

Health officials warn college students to be wary of H1N1 flu strain

Three people in their 20s die from flu outbreak in Oakland County

Rochester Hills mom speaks out about daughter, 23, who died from flu

The Michigan Daily

Hesitant to get vaccine, youth still vulnerable



Press Release

CDC Reports Flu Hit Younger People Particularly Hard This Season

Flu Season Headlines – 2013-14

Preventing Flu Illness & Flu Deaths

- ☐ Vaccination
- ☐ Vaccination
- ☐ Vaccination

Preventing Flu Illness & Flu Deaths

- Vaccination
 - “But the students get flu vaccine elsewhere”
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 - *Is flu vaccination promoted consistently for all students?*
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Preventing Flu Illness & Flu Deaths

- Vaccination
 - “But the students get flu vaccine elsewhere”
 - *Is flu vaccine widely available on campus?*
- Vaccination
 - “But we can’t get students interested in flu vaccination”
 - *Is flu vaccination promoted consistently for all students?*
- Vaccination
 - “But flu vaccination doesn’t really help”
 - *Flu vaccination prevents flu illness, complications of flu, and flu-related deaths. Period.*

Let's prevent flu in Michigan.

- Let's work together to establish flu vaccination as a social norm on campus.
- Let's collaborate to innovate ways to promote flu vaccination interest among students.
- Let's aim to be the state with the highest flu vaccination coverage rates among young adults – and no more flu-related deaths among young adults.

FLU EPIDEMIOLOGY AND VACCINATION UPDATE

Stefanie DeVita

Influenza Virus

- Influenza is a highly contagious respiratory illness caused by influenza viruses (A and B)
- “Classic” flu symptoms include abrupt onset of:
 - Fever, chills, muscle aches, headache, cough, fatigue, and sore throat
- In general only 50% of people develop classic flu symptoms
 - Recent study¹ in England found 77% of people with flu were asymptomatic

¹Comparative community burden and severity of seasonal and pandemic influenza: results of the Flu Watch cohort study. *The Lancet Respiratory Medicine*, doi:10.1016/S0140-6736(08)61345-8.

Influenza Burden

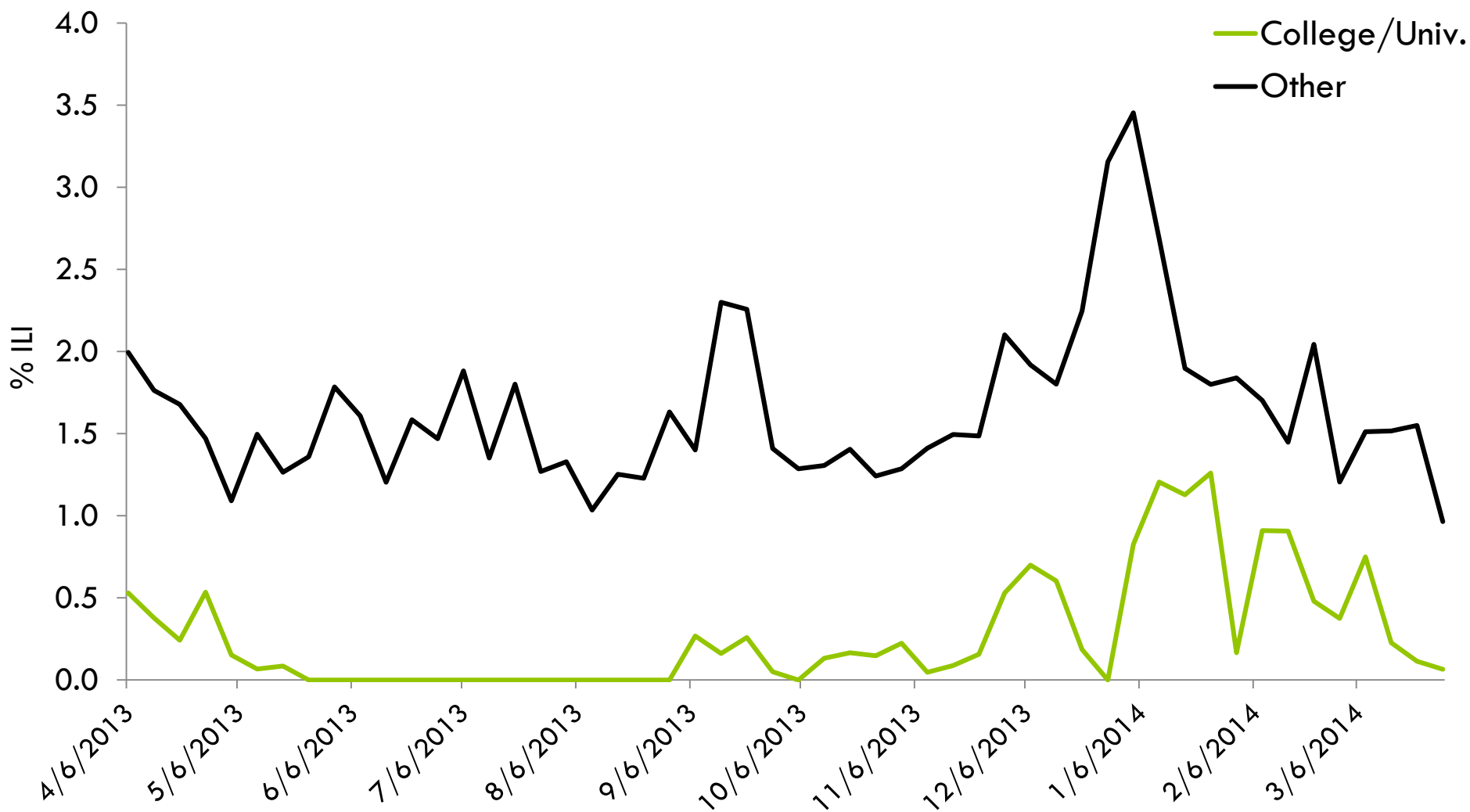
- ❑ Difficult to predict severity and timing
- ❑ 5-20% of U.S. population infected yearly
- ❑ Range of 3,000-49,000 flu-related deaths each year in U.S. (avg. ~23,000)
- ❑ Average 220,000 hospitalizations annually
- ❑ Rates of serious illness, death greatest in:
 - Persons 65+ years, children less than 2 years
 - Persons with medical conditions that put them at high risk for complications

ILINet

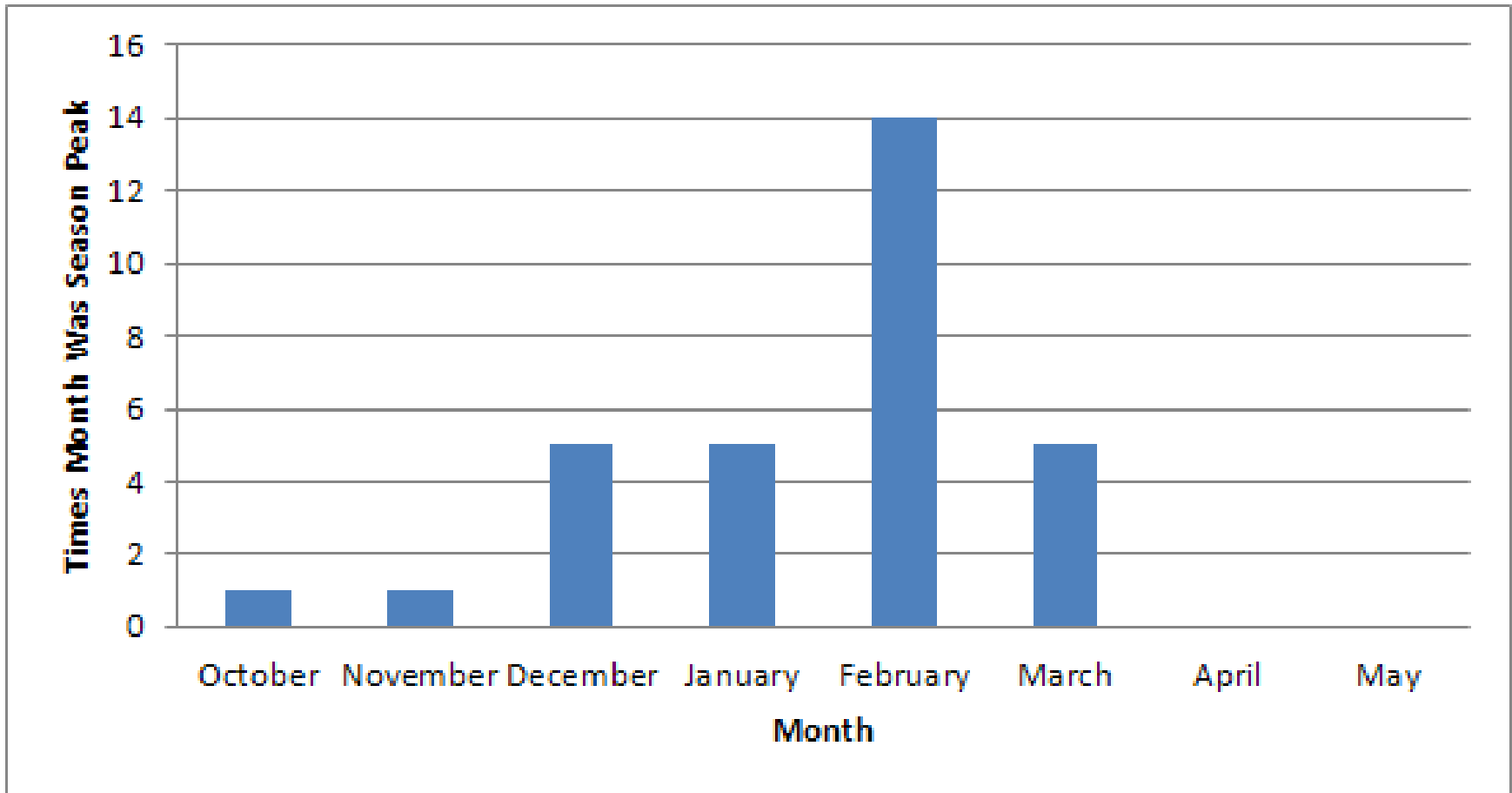
- U.S. Outpatient Influenza-like Illness Surveillance Network
- Currently 82 sentinel sites in Michigan
 - Submit total number patients seen and number with ILI on weekly basis
 - 13 are college/university health centers
- Receive free registration at MDCH Regional Immunization Conference for reporting regularly, also free lab testing for ~11 specimens/year, weekly data feedback reports

Interested? Email Stefanie at DeVitaS1@michigan.gov

ILINet Sentinel Data, 2013-14



Month of Peak Flu Activity in U.S., 1982-83 through 2012-13



<http://www.cdc.gov/flu/about/season/flu-season.htm>

2013-14 Flu Vaccines

- A/California/7/2009 (H1N1)pdm09-like virus;
- A/Texas/50/2012 (H3N2)-like virus;
- B/Massachusetts/2/2012-like virus;
- B/Brisbane/60/2008-like virus [quadrivalent]

2013-14 Flu Season, Strains

Positive flu tests through
March 15, nationally:

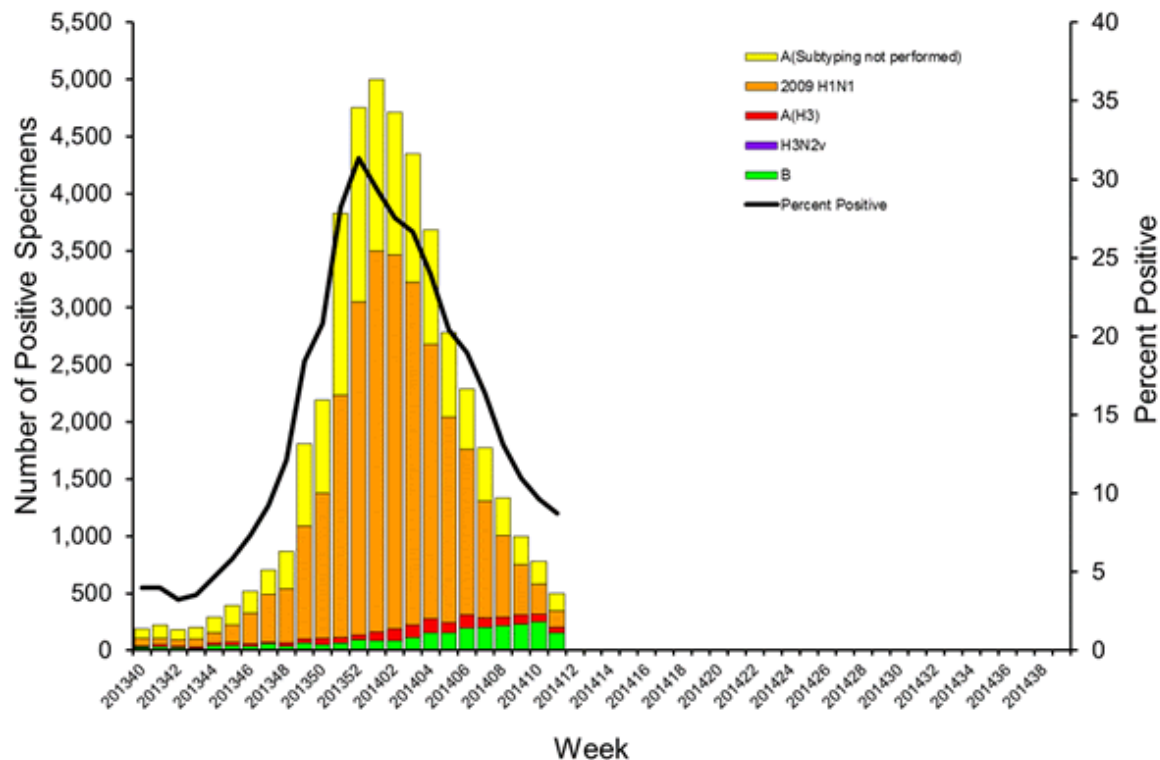
60% A/2009 H1N1

31% A, no subtyping
performed

5% B

3% A/H3

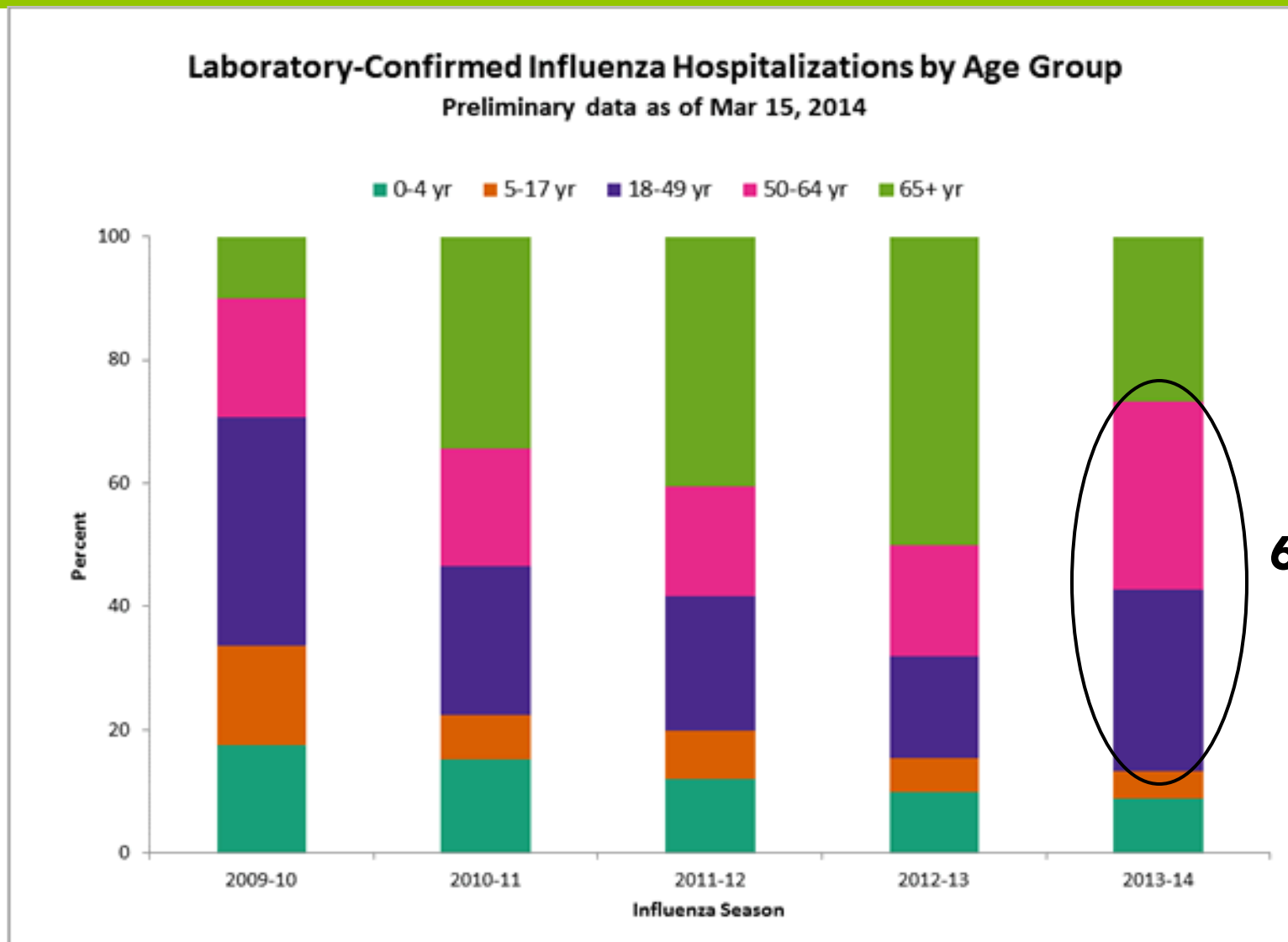
Influenza Positive Tests Reported to CDC by U.S. WHO/NREVSS
Collaborating Laboratories, National Summary, 2013-14



2013-14 Flu Season, Virus Match

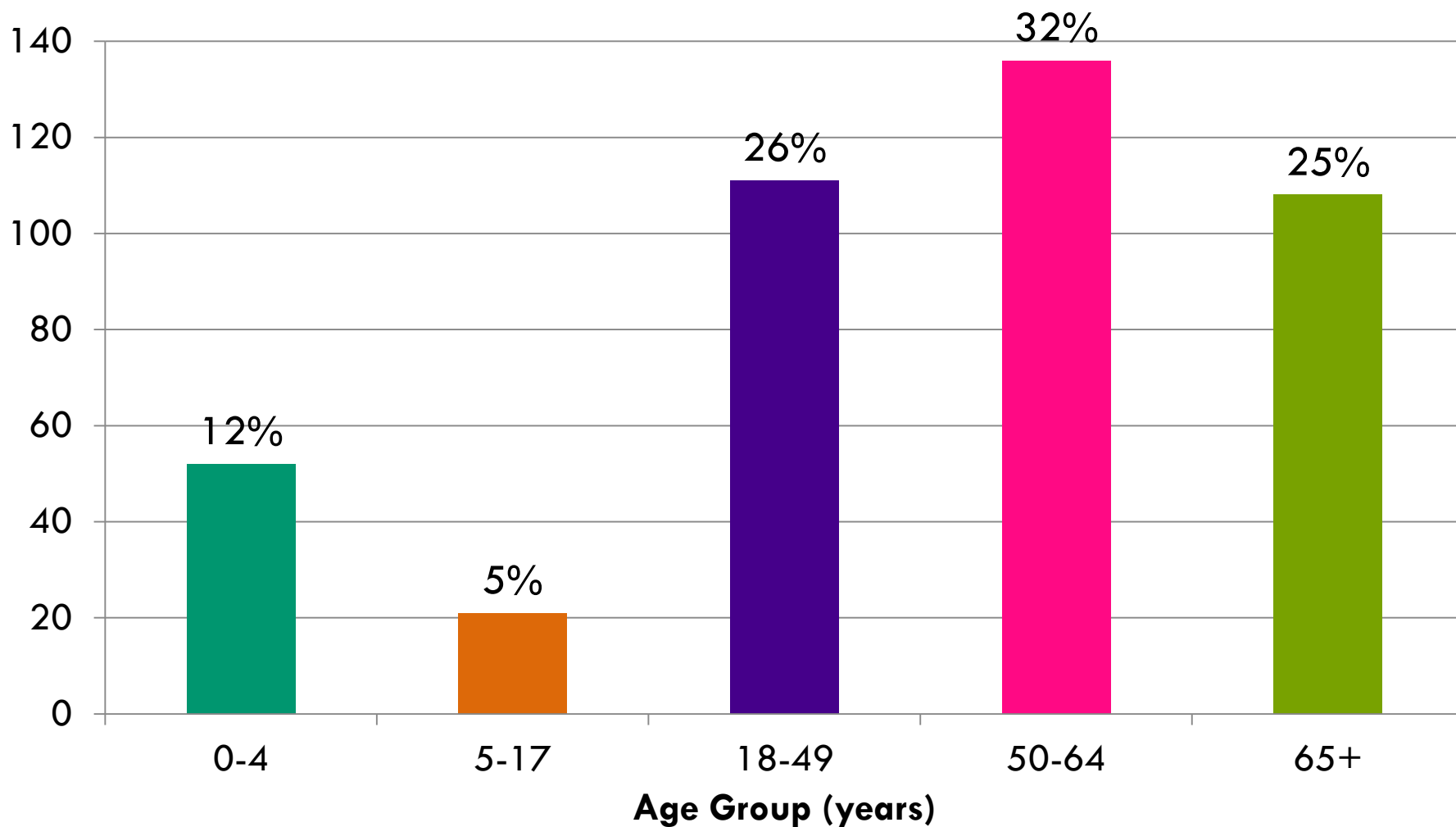
- 1,854 influenza viruses characterized
 - 1,506 2009 H1N1, 225 A/H3N2, 123 B's
- Of the 1,506 2009 H1N1 viruses, 1,505 (99.9%) were characterized as A/California/7/2009 (H1N1)pdm09-like virus

2013-14 Season, U.S. Hospitalizations



2013-14 Season, MI Hospitalizations

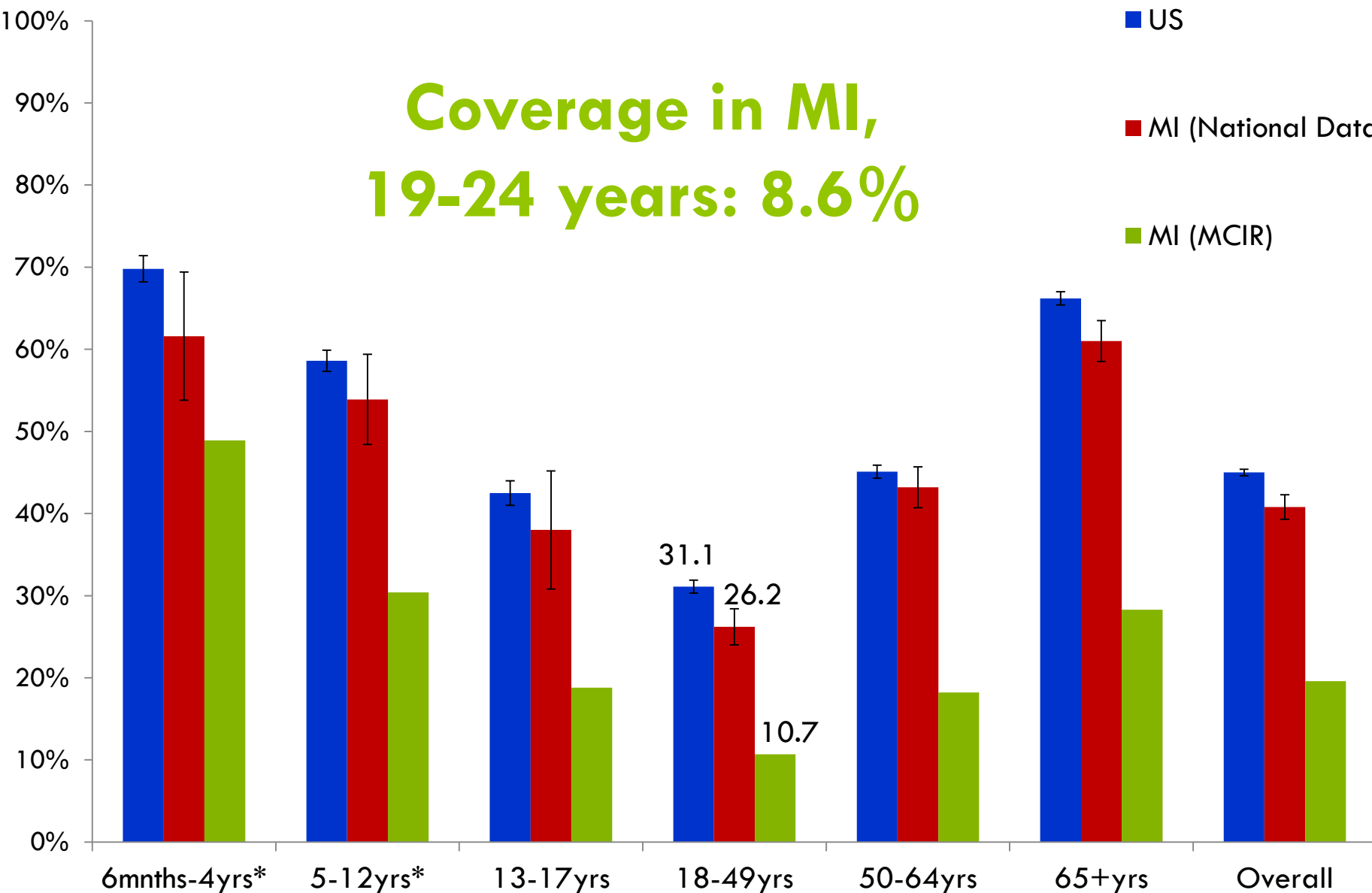
Number of Hospitalizations in Michigan



Influenza Vaccination Coverage, US vs. Michigan 2012-13 National and MCIR Data by Age Group

**Coverage in MI,
19-24 years: 8.6%**

■ US
■ MI (National Data)
■ MI (MCIR)



FLU EDUCATION AND OUTREACH TO COLLEGES AND UNIVERSITIES

Courtney Londo

What convinces college students to get flu vaccines?

- Experiment to test three different interventions (delivered via e-mail)
 - Financial incentive
 - Peer endorsement via social networks
 - Making the cost of getting sick more salient
 - Included an audio clip of a coughing individual in the e-mail
- Conclusions
 - Peer messages were most successful in delivering information about the vaccine
 - Financial incentive was by far the most effective intervention to increase flu vaccinations among students
 - Students offered as little as \$10 were twice as likely to get a flu vaccination





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College and University Flu Vaccination Toolkit

The Michigan Department of Community Health (MDCH) and the Centers for Disease Control and Prevention (CDC) encourage college health centers, medical practices, health departments, pharmacies, and other

www.michigan.gov/flu

Click on "Flu Gallery" → "College and University Flu Toolkit"

This toolkit includes:
Strategies to increase rates
Key messages
E-mail templates
News release templates
Social media messages
Websites and resources

[College/University Flu Vaccination Toolkit](#)

[Letter to Colleges and Universities from MDCH
Chief Medical Executive](#)

Flu Posters and Flyers

[Flu College/University Infographic*](#)

[Flu Monthly Posters](#)

[Why get a Flu Vaccine: Niko's Story](#)

[Why get a Flu Vaccine: Alana's Story](#)

[No More Excuse. You Need a Flu Vaccine](#)

[Flu Talk Young Adults](#)

[Reason Enough to Get Vaccinated](#)

[Spread Music. Not Flu](#)

[Places to Get Your Flu Vaccine](#)

[Alana's Foundation Grant Application Flyer](#)

**Adolescent and Young Adult Posters and
Flyers**

[Posters for High School and College-Aged Teens](#)

[Make the Call Pre-Teen and Teen Vaccine Flyer](#)

[Make the Call to Protect Yourself](#)

[Posters for Parents with High School and College-Aged Teens](#)

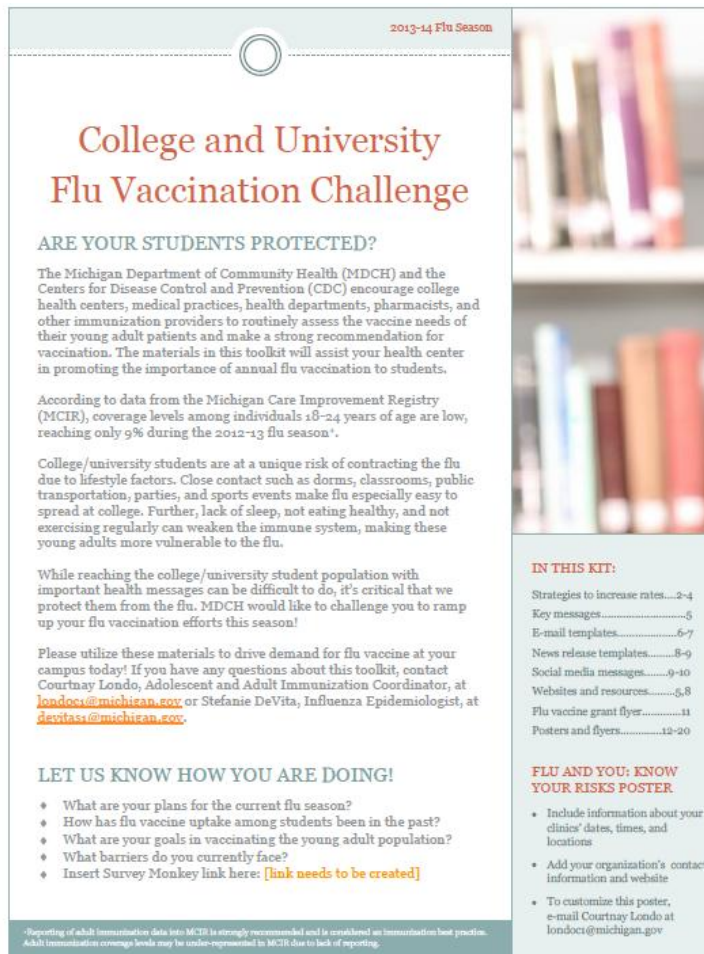


Related Content

- Vaccine Information Statements (VIS)
- Mission and Vision Statements
- MDCH Adolescent Immunization Website
- Flu (Flu) website
- Looks & Other Resources for Health Care Professionals
- Michigan Immunization Timely Tips (MITT) Newsletter
- Documenting a Refusal to Consent to Vaccination (Adults) [PDF](#)
- Documenting a Refusal to Consent to Vaccination (Children & Teens) [PDF](#)
- 2014 MDCH Fall Regional Immunization Conferences - Save the Date
- Letter to Colleges/Universities on Immunizations and Serology [PDF](#)
- Recommended Immunization Schedules, Children and Adolescents
- Catch Up Immunization Schedule for Children and Adolescents
- Recommended Immunization Schedules, Adults
- Recommended Vaccinations Indicated for Adults Based on Medical and Other Indications
- Adult Vaccine Contraindications and Precautions
- Michigan Advisory Committee on Immunization Endorses the ACIP-Recommended Vaccination Schedules [PDF](#)
- Healthcare Personnel Vaccination

*Include information about your clinics' dates, times, and locations and add your organization's contact

College and University Flu Vaccination Toolkit



- Sections include:
 - ▣ Strategies to increase rates
 - ▣ Key messages
 - ▣ E-mail templates
 - ▣ News release templates
 - ▣ Social media messages
 - ▣ Websites and resources
 - ▣ Posters and flyers

Strategies to Drive Demand for Flu Vaccination Among College/University Students

- Recommend vaccines and provide multiple vaccines in a single visit
 - Health care provider vaccine recommendations have a significant influence on vaccine decisions
 - Give flu vaccine with other needed vaccines, such as Tdap, HPV, meningococcal conjugate, etc.
 - Many different options (flu shot, flu nasal spray, tri, quad)
- Reduce financial barriers
 - Offer flu vaccine at no charge
 - Bill multiple health plans
 - Provide the option to bill vaccines to students' university accounts

Strategies to Drive Demand for Flu Vaccination Among College/University Students

- Make vaccination convenient
 - Hold clinics at a variety of locations and times across campus
 - Promote in conjunction with other high profile, on-campus events
 - Offer flu vaccine during extended clinic hours
 - Designate a specific clinic room for walk-ins
 - Schedule clinics in December and later
 - “Stay healthy during final exams” push

Strategies to Drive Demand for Flu Vaccination Among College/University Students

- Drive demand for vaccine
 - Communicate the importance of flu vaccine
 - Promote as strongly as you would other preventive health services
 - Educate and dispel myths
 - Hang posters and flyers throughout campus – cafeterias, residence halls, exercise facilities, classrooms, health center, etc.
 - Use social media and health center website to promote clinic times
 - Participate in health fairs on campus
 - Invite local families to share their stories, such as the Yaksich family
 - Utilize text messaging system if available

Strategies to Drive Demand for Flu Vaccination Among College/University Students

- Partner with groups on campus
 - University Relations – send e-mails to student body
 - Medical, nursing, and pharmacy schools
 - Student-led and designed flu vaccine awareness campaign (peer-to-peer influence)
 - Involve student health groups
 - Student-created PSA competition
 - Engage a health communication or public health campaign class
 - Student interns to assist with campaign
 - Residence Hall associations – flu vaccine awareness month bulletin board
 - Hold flu clinics during welcome week
 - Involve fraternities, sororities, and other on-campus student organizations

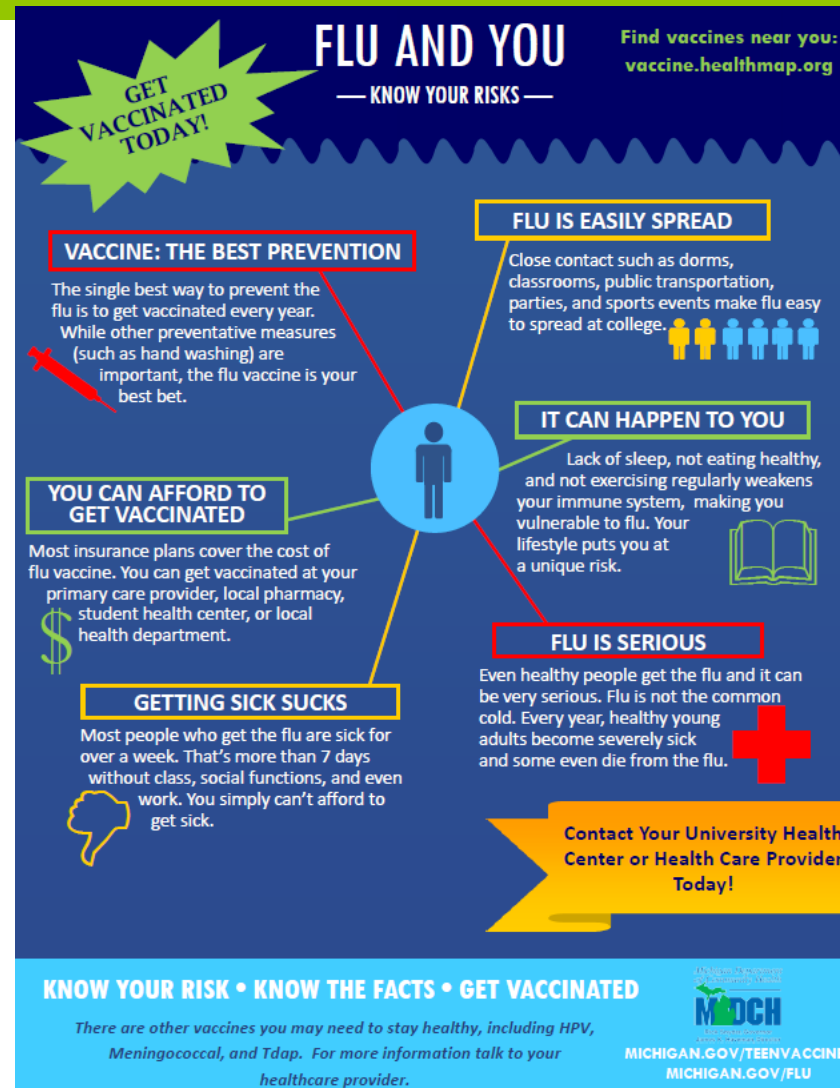
Strategies to Drive Demand for Flu Vaccination Among College/University Students

- **Make it a Competition!**
 - Collaborate with rival schools
 - Annual Blood Battle hosted by the American Red Cross
 - Encourage competition amongst various departments and colleges on-campus
 - Students in public health, nursing, engineering, etc.
 - Offer incentives
 - Gift card to local store or restaurant, coffee gift cards, coupon to student bookstore or cafeteria, tickets to an upcoming sports event, free t-shirt, etc.

Strategies to Drive Demand for Flu Vaccination Among College/University Students

- Use standing orders
- Do not miss an opportunity to administer vaccines
 - Sick and well visits
- Use reminder and recall tools to get patients into the office
 - Michigan Care Improvement Registry: www.mcir.org
- Assess your vaccination efforts and provide feedback to those who can affect change

Flu and You Infographic for College/University Students



www.michigan.gov/flu

-> Flu Galley
-> College & University
Flu Vaccination Toolkit

Share Personal Stories



Why get a flu vaccine? Ask Niko Yaksich of Michigan.



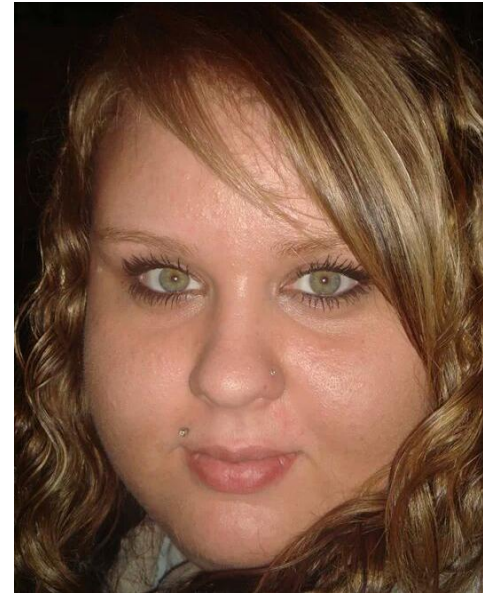
Even healthy people can get the flu and it can be very serious. This year and every year, get vaccinated against the flu. It could save a life.

Niko's story

In 2003, I lost my sister Alana to the flu. She was a perfectly healthy 5-year-old girl, and in the blink of an eye she was gone. The day that she passed away she had woken up with a fever and was feeling a little under the weather, but by the end of the day she was feeling much better and was running around with me. It was as though she had never been sick and was back to normal. She was not back to normal though. As I slept that night, my sister was being rushed to the hospital with a fever of 106 degrees. The doctors said that there was nothing they could do and that the flu had caused swelling to her brain. By the following night I had lost my sister and my family's life would be changed forever.

www.michigan.gov/immunize

Concept adapted with permission from Texas Children's Hospital.



Feedback on the Toolkit

- ☐ Has everyone seen the toolkit?
- ☐ What did you find useful?
- ☐ What could be improved or included for next flu season?
 - ☐ Time-oriented organization
 - Materials for orientation packets
 - Educational pieces for welcome week
 - Information to use during the flu season
 - Suggested pieces for residence hall postings

Looking Forward: Flu Vaccination Competition Concept

- MDCH would like to host a flu vaccination competition amongst colleges and universities in Michigan
 - Similar to the Blood Battle between UM and OSU
 - Goal: To increase vaccination rates among college-aged young adults by spurring a friendly rivalry between participating institutions
- What can MDCH offer?
 - Media coverage including press releases, press conferences, and social media outreach
 - Immunization educational resources and support for health care personnel at college/university health centers
 - Immunization educational materials targeting college students
 - MCIR
 - Awards and incentives for participating institutions

Looking Forward: Flu Vaccination Competition Concept

- Is this something your institution is interested in?
- If so, what can your institution offer?
 - Increased clinic hours, times, and offerings
 - Visibility during high profile events
 - Partnerships with on-campus organizations
 - Reduced cost of vaccine to students
 - Ample vaccine ordered for 2014-15

Looking Forward: Flu Vaccination Competition Concept

- What is realistic for your institution?
 - Calculating rates – percentage of entire student population vs. number of doses administered
 - Over the entire flu season
 - During a one-week period
 - During a one-day period
 - Method
 - Student self-report via survey
 - Health center data
 - MCIR data
 - Settings
 - Health centers, private providers, local health departments, pharmacies, community clinics, etc.
 - Frequency of reporting

Looking Forward: Flu Vaccination Competition Concept

- Next steps
 - Campaign enrollment
 - Future webinars and trainings
 - Timeline

We know we can:

Let's prevent flu in Michigan

- *Let's work together to establish flu vaccination as a social norm on campus.*
- *Let's collaborate to innovate ways to promote flu vaccination interest among students.*
- *Let's aim to be the state with the highest flu vaccination coverage rates among young adults – and no more flu-related deaths among young adults.*

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Questions?